

RECEIVED MAY 17 1971

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1000 WATTS

WDCR

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WILLIAM D. DOWNALL	General Manager
STEPHEN D. KEPES	Program Director
ROBERT G. KIRKPATRICK	Business Manager
TIMOTHY A. McKEEVER	Development Director
MICHAEL L. RIEGER	Technical Director
CHARLES SMITH	Sales Director

May 13, 1971

Dear Sandy:

I have enclosed the proposed sports questionnaire, which will help both in drawing up some sort of Network package for sale, and in the possible reciprocal phone arrangements which were mentioned at the last meeting.

The following are the accounts I propose to solicit:

Greyhound	Trailways	Sears Roebuck & Co.
American Express	Falstaff	U.S. News & World Report
St. Anselm's		

I am also interested in working on Amtrak, but I'm not sure what other arrangements and contacts you may be making for that account.

Before I can begin to work on these accounts, I really need the station questionnaires and the consumption survey data. I can really make a much better approach with figures to back me up, even if the survey was done in 1967.

I'm curious about the agreement signed with Posner, since he was never discussed at the meeting, and as I recall there was no explicit authorization of a contract with him. I think that we cannot allow any substantive differences in the agreements with Posner, Campus, and Stivers.

As far as Campus goes, I think the terms should include:

Ivy

1. Payment schedule for past due amounts
2. Guarantee of prompt payment on new accounts
3. Notification of accounts being worked on.

Campus

1. Penalties for late affidavits
2. Protection on accounts they are soliciting (3 above)
3. Protection against uncollectible accounts

RECEIVED
JAN 12 1971

UNITED STATES DEPARTMENT OF JUSTICE
FEDERAL BUREAU OF INVESTIGATION
WASHINGTON, D.C. 20535

JAN 12, 1971

Dear Sir:

I have enclosed the proposed agenda for the meeting which will be held in the afternoon of January 13, 1971. Also, in the possible receipt of your comments and suggestions, which were mentioned at the last meeting.

The following are the accounts proposed to solicit:

- 1. American Express
- 2. St. Anselm's
- 3. American Express
- 4. St. Anselm's

I am also interested in working on what, but I am not sure what other arrangements and contacts you would like to make for that account.

Before I can begin to work on these accounts, I really need the station questionnaire and the survey on survey data. I can really make a much better contact with figures to go on up, even if the survey was done in 1967.

The changes about the name and shared with Foster, since he was never discussed at the meeting, and as I recall there was no explicit authorization of a contract with him. I think that we cannot allow any sensitive information in the accounts and the survey, survey, and survey.

As far as Cippus goes, I think the terms should include:

ITEM

- 1. Payment of office for past two months
- 2. Payment of office for past two months
- 3. Payment of office for past two months

OTHER

- 1. Payment of office for past two months
- 2. Payment of office for past two months
- 3. Payment of office for past two months

I strongly suggest that affidavits be routed directly to Campus, with copies to be sent to Ivy. This eliminates any claims by Campus that the Network is slowing down affidavits, and places the onus squarely with the individual stations.

I believe we should draw up a "standard" contract for all our reps, with the only modifications being for different billing procedures, and Campus' payment problem. A particular problem is developing with Posner and Campus on the West Coast which we should settle now, not after one or the other has gotten an order, and the other has demanded commission since they solicited too.

You are getting statements from WDCR now. Please correct any rates, and check our figures against your records. Let's try to get this year straightened out, and start our new fiscal year (7/1) with a clean slate so we can keep accurate records. I suggest putting prices on broadcast orders, especially Columbia Records, for which I don't believe we ever got a covering contract or price.

I'd also suggest mailing a statement of spots ordered for each month on the 20th of that month, so last-minute make-goods can be scheduled, and all stations will be clearer on what they should be billing.

Cordially,

Charles Smith
Sales Director

Mr. Sandy Maier
President
The Ivy Network Corporation
242-A Yale Station
New Haven, Connecticut

strongly suggest that efforts be made directly
to Campus, its copies to be sent to the
the other Campus that the report is showing from
this office, and place the copy directly with the individual
stations.

I believe we should know in a reasonably certain
all our cases, the only to be taken into the different
filling procedures, and the only to be taken into the different
procedures is developing the position and taking on the case
which is usually settled, not after one or two weeks
better an order, and the other is changed on a case since it is
solicited too.

On the setting statement from the box, please correct any
and check our files against your records, let's try to get
the year structured out, and start our new fiscal year (V)
with a clean slate so we can keep accurate records, and
putting prices on products orders, especially X-ray in records,
for which I don't believe we ever get a cover-up contract or
price.

I'd also suggest making a statement of what is ordered for
each month during the year, so that the records will be
can be accurate, and all stations will be checked on a
how should be filled.

Cordell,

James H.
Sales Director

W. Conrad
President
The New York Corporation
100-100
New York, Connecticut